

CHAPTER 1

INTRODUCTION

This chapter will discuss some topic related to the Research Background, Research problems, Research purposes, Research significance, the scope and limitation, and the definition of key terms.

1.1 Research Background

Instagram is one of the social mediasite that is functioned to share photo and video instagram. Instagram can make the users easily to take photo and upload some image instantly by using mobile phone (Herman J, 2014). So, we get the logic that the original purpose of social media is obviously not only for us to communicate with other people, it's not only a way to let people know that we're exist, but to get to know your audience. Recently, people can make conversation with others using many kinds of languages by using a smart phone application in the form of social media, one of the current popular social media is instagram.

The most popular one in verbal expressions is emotional expressions. Waterloo, F et al (2017) reveal that emotional expressions is divided into 2: positive emotional expression consists of joy and pride, and negative emotional expression consists that might be in the form of sadness, anger, disappointment, and worry. These six feeling expressions might be expressed in language variation. so many expressions that we can get from language variation even in sadness or happiness.

Language variation is used as a language circumstance's implication, as a mark to make a distinction on the communication and as a reflection of purposes topic, norms, and languages's mode in society. The variation of linguistic style used in society is causing the existence of language variation. The variation of language is affecting by several factors, such as: age, gender, economic class, social class, gender, occupation and status. In this era, the development of language variation is growing rapidly in line with the current development and strongly influenced by social media, especially Instagram (Islami, 2017). Moreover, the influence of social media is apparently impacting the language development, it does not only impacting by how fast the change of it's online change but also how fast the use of social media is influencing the language by people in society.

Based on the previous research and discussion about *Instagram* which was done by Islami (2017) with the title "*Baper* Expressions found on the timeline of *Instagram*," she found 26 expressions found on the timeline of *instagram*. Those findings presented the result of research that was conducted on May 19th, 2017- May 25th, 2017. All of the expressions used slang word "*Baper*" on hashtag.

Researcher wants to give some information to the readers about language variation and the examples of language variation especially found on Instagram caption, because *Instagram* is the most popular social media. The researcher wants to make research entitled "**Language Variation found on Anya Geraldine caption *Instagram***". Anya Geraldine is *selebgram* which is viral in the last two

years which is still exist on *Instagram* up to now. She is a university student. Besides, she is an endorser.

1.2 Research Problems

Based on research background above, problems of this research are:

1. What are the language variations found on Anya Geraldine caption on *Instagram*?
2. What are the meaning of caption found on Anya Geraldine caption?

1.3 Research Purposes

The research purpose is related to research problem above. They are as follows:

1. To know language variation found on Anya Geraldine caption on Instagram.
2. To find out the meaning of caption found on Anya Geraldine caption.

1.4 Research Significance

The research significance in this research is explained in terms of theoretical consideration and the practical one. Theoretically, researcher want this research give contribution about sociolinguistic theory in language varition. Furthermore, in this research will spring additional information about instagram and about language variation process.

Practically, this research will give contribution to the students in knowing the definition of *Instagram*, its features, meaning of language variation and it types,

and the utilization. Hopefully, this research can help students to enhance their knowledge about the topic which is discussed.

1.5 Scope and limitation

This scope of this research is language variation found on Anya Geraldine caption On Instagram. This study limited to Instagram user named Anya Geraldine who is one of Indonesian *selebgram*. English. This research is conducted in 5 months, from 22 December to 4 April 2018.

1.6 Definition of Key Terms

- a. Language Variation : Basic terms used for any language form or linguistic expression is called language variation
- b. Instagram : Instagram is a mobile application for smartphone, available on App Store and Google Play free of charge (Bergstrom & Backman, 2013).
- c. Caption : Caption is a word printed underneath a picture or cartoon in order to explain it. (Oxford Dictionary, 2011:60)
- d. Anya Geraldine : Anya Geraldine is young girl which is viral in recent year because her life style it is very vulgar with her boyfriend.